

### **"Christmas Party in August" held in Taipei (Aug. 14)**

A "Christmas Party in August" consumer promotion was held at the Westin Hotel in Taipei on August 14. **Hawaii Tourism Taiwan** provided décor for the stage, Hawaiian Music CD, Hawaiian shirts for all waiters and waitresses, Hawaiian costumes for hula girls and MC, posters, and VCD.



Photos: Left – HTT Director, Jemy See teaches how to hula; Right – A scene from audience participation.

### **Polynesian Festival at Bada Forest Theme Park in Southern Taiwan (July 1 – Aug. 31)**

A 2-month long Polynesian Festival was held at Bada Forest Theme Park in Pin-Tung County (Southern Taiwan) during July and August. Seven Polynesian cultural areas were featured in the park including PCC from Oahu. **Hawaii Tourism Taiwan** provided decor, promotional materials such as Hawaii Islands of Aloha Guides, posters, music CDs & hula teaching videos for their staff to learn hula. HTT assisted to develop Hawaiian banners and standing Hawaiian girl POPs.

The Park also provided activities in each area. For example, lei making classes were held in the Hawaii zone. Hawaii was always the most popular among the seven Polynesian cultures. They also hosted "Aloha Night" each Friday night, with over 20,000 visitors during the two months of the Festival.



## **Honeymoon Promotion with Major Travel Agents & WEDDEX in Korea**



Hawaii Tourism Korea negotiated with 7 major travel agents participating in wedding-related fairs/events in July and August to conduct co-op promotions to generate Hawaii wedding and honeymoon sales. Participating agents included Lotte Travel, Pan Korea Travel, Hyundai Dream Tour, Hanjin Travel, Honeymoon Travel, Very Good Tour, and Hanwha Tourmall. All agents featured Hawaii-exclusive pages in their main honeymoon brochures and provided Hawaiian gifts to those couples who purchased Hawaii honeymoon package during the wedding fairs. HTK provided Hawaiian-themed POPs at each agent booth to attract more visitors to each booth (see left).

## **Lotte Wedding Fair in Korea (August 13 ~ 15)**

Hawaii Tourism Korea participated in the Lotte Wedding Fair to introduce and promote Hawaii as the most luxurious honeymoon destination. Approximately 50 wedding related companies, including 7 honeymoon specialty travel agents, participated in this event from August 13 ~ 15. HTK invited 2 online travel agents (Blue Hawaii & Well-being Hawaii), to help support providing information and tour consultation as well as to sell Hawaii honeymoon tour packages during the function. HTK provided Hawaiian gifts to guests who visited the booth for tour consultation as well as to those who actually purchased honeymoon tour packages on the spot.

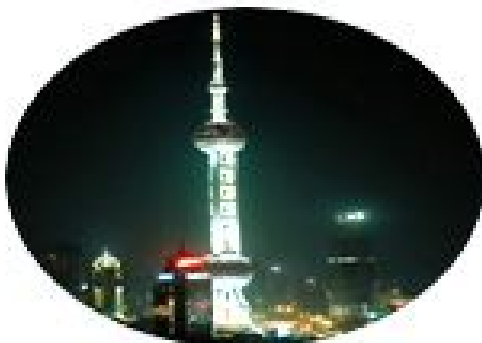


## **Asia Promotional Opportunities**

### **Korean Travel Agent Fam Trip, October 12 – 17, 2004**

Hawaii Tourism Korea is planning another Travel Agent Fam trip to Hawaii in October. For more details and participation, please contact Emily Kim of Hawaii Tourism Korea at: [emilykim@marketinggarden.com](mailto:emilykim@marketinggarden.com)

### **China International Travel Mart 2004, November 25 - 28, 2004**



Hawaii Tourism China is participating in the largest travel Mart in China. As an exhibitor, you will reach top-quality buyers from throughout China, and two and a half trade days have been kept exclusively for registered delegates. Thousands of consumers will also visit the Hawaii booths. For more information on China International Travel Mart 2004, please visit the official website at: <http://www.citm.com.cn/en/richeng.htm> and contact Tina Yao of Hawaii Tourism China at: [tinayao@marketinggarden.com](mailto:tinayao@marketinggarden.com)